

Unlocking the Secrets of Stage Presence

Special Report
By
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Thanks for reading.

Micheal Colhoun

Why do most Presentations not work ?

In the fast moving information age of today, we are being constantly overwhelmed with information. Data, facts, figures and statistics come at us from all angles. Through the web, email, media, newspapers, articles, conferences. There is such an overload of information that we have to start filtering this information into something useful - What one might call knowledge.

Knowledge is that information that we have thus filter, in order to find value and see if it matches a need. Just check you email inbox. I bet you have a spam filter to separate out the junk from the useful information. The reason most presentations do not work, is because people are focused on giving us all the information, all the data and statistics, in Technicolor, with Powerpoint sounds effects and clip art animation, with absolutely no regard to the way people filter this information every second. The result is that the benefits and value are not clear to the audience, they have no direct experience how it relates to them, and they are not filtering out the knowledge in a useful way to determine the consequences of this hidden knowledge.

The result is that by the time we are 10% into our presentation, our audience has already switched off. The key to making your presentation work is to understand how people filter information, and then present the information in a manner that suits all types of filters. One of the most powerful methods of creating successful presentation is by using the 4MAT system developed by Bernice McCarthy.

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P E O P L E

Tranceforming People
offer an accelerated 3-day
Advanced Presentations Skills training course
that teaches you how to integrated the 4MAT system in to your
presentations, so that your presentation works for all.

For further information, see

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Why Anxiety and Stage Nerves are bad?

For a long time, I have been hearing about the Fight or Flight response. If a person or animal was threatened, the fight or flight response would kick in, and they would either defend themselves or run away. It's a basic program of nature, that goes back tens of thousands of years, and it's there for our protection.

More recently I've heard people use the phrase Fight, Flight or Freeze response. Wrong! The Freeze response This is where someone finds them in a situation, where they are frozen to the spot and can't move. This is an example of the fight or flight response not working properly. What happens is that there is so much fear and anxiety built up over the years that the sum of all the fear emotion (or what we call a Gestalt of Fear) overrides the fight or flight response, and it stops working. Once the emotions around fear are removed or released, then the fight or flight response can work again correctly.

For many people, they experience fear and anxiety before doing a presentation. Some people actually think this is good. It is not! Some people tell me that they need to feel the fear to be able to perform. This is just plain wrong. When you experience fear, your body focuses all your attention to the thing that your mind thinks causes the fear – I.e. you audience. If this is the case, you will make mistakes, will not feel comfortable and your answers will not flow.

I believe that everyone should be in a calm, relaxed and balanced state when presenting, a natural state of flow, when the mind is relaxed, and the content comes to mind easily and effortlessly.

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Present Yourself™
is a revolutionary new presentations skills training
course in Ireland that teaches you how to be
calm, centered and balanced
in front of an audience of any size.

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Why should you never talk about your company?

Here is a common myth. When you get to stand in front of an audience to give a presentation, there is a myth that you need to talk about your company. Wrong again! That's the job of your marketing department, and is achieved by your brand advertising, your web site and promotional material.

When someone agrees to sit in front of you and listen to your presentation, they have already found out what they need to know in order to decide to sit down. You don't need to tell them. Here is the interesting thing. They may have made a decision based on the overall impression, rather than the actual details, and by giving more details and facts, figures and statistics about your company, you probably will demote yourself rather than promote yourself in their eyes.

We always use this technique and it works. I remember a sales presentation for a contract we were competing for. There were 10 companies in the last round, and we came in at the last minute and won the contract. How? All other 10 companies talked about how wonderful there were and this was why they deserved the business. We talked about the customer's current position and past achievements, what their potential is, and how they deserved to become the best. Remember this, someone is sitting in front of you to learn how they can become the best by your presence, not because they believe you are the best. Don't talk about your company, talk about how what you know can assist them in getting results.

Discover what most Presentations are lacking in order to create the maximum impact

Have you ever been to a really boring presentation? A really, *really* boring presentation? You know the one where you are stifling your yawn after about 10 minutes in, and you know there is another 46 slides to go. You know that mono tone sound of someone droning on, reading straight from the Powerpoint presentation or from notes. And your eyes are soooo heavy? Can you remember a presentation like that? I bet you can. How do you compare? Now, forget about the content of the presentation, and tell me what is missing from the presentation? Listen to the presenter's voice in your head. What do you hear? It's lifeless, isn't it?

Life is what brings presentations alive. It's obvious really. And how do you add *life* to your presentations? By just doing that. Add life.

Think of something that you are really excited about. Really excited! Like for a new car just before you sit into it and bring it for its first spin. Or a wrapped present just before you open it. Have you got a picture? As you see this thing that excites you, what are you saying to yourself? What do you feel? Excited? You bet!

Now contrast what you are saying to yourself, to the voice of the person who drones on and on. It's the person's state that makes the difference, not the content. If you want to create the maximum impact, you need to be able to take your real life experiences and bring them on stage. You need to become an expert at getting into any state and at any time

Learn about using body language to leave an impression

Watch children telling stories. They tell stories with their eyes, with their arms, with their whole legs. In fact you can actually see them begin to paint pictures in mime, as they describe their daily experiences. Somewhere along the way we begin to forget how to use our body language to express the essence of our experiences.

How does this happen? Because of the different ways we experience the world, how one person describes an experience is always different to another, we tend to exaggerate our body language to get our point across. The point is that the exaggeration tends to become a habit that begin to break with the story, and we begin to install behaviours that have absolutely no relationship to what we are saying.

The result is idiosyncratic movement that distracts, rather than adds to our ability to present. Now, I know you've experienced this. Have you ever seen a weather man that cannot stay still while describe the weather. He's jumping around like someone dancing on a red hot stove. It's almost like he is dodging the rain drops as he gives you the forecast. But his movement is in no way connected with what he is saying, and the result is that it distracts from the message.

Have you ever seen people sitting at a coffee table, waving their hands over and back as they talk. and it almost appears that there is an invisible connection between their mouths and their hands. Again, their hand waving has no inherent meaning, and actually takes from the message being presented. Did you know that there are archetypical postures and poses that have deeply understood meaning, that are recognized at the unconscious level, in every culture all over the world. Did you know that using these postures and poses in your presentations carry so much weight and gravity that they literally double the impact on your presentation style?

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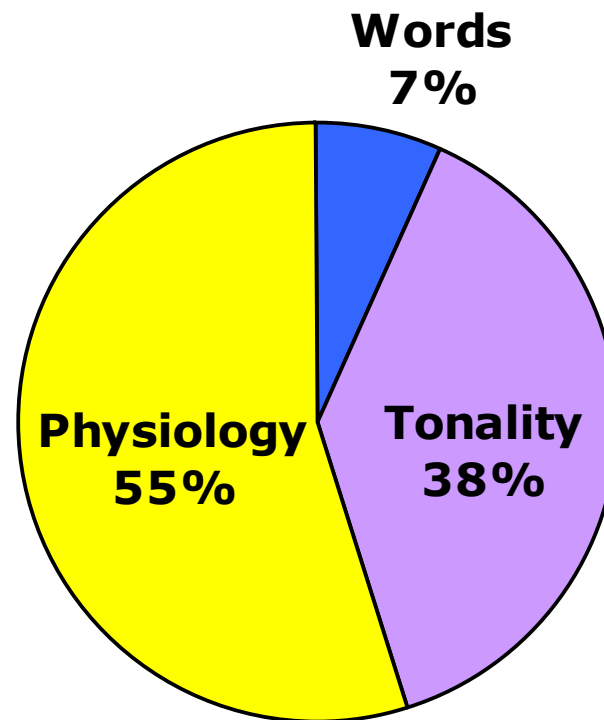
During your Present Yourself™ training,
we will literally deconstruct and remove your
bad presentation habits, and then install more useful
Habits and behaviours that are used
by the worlds foremost presenters and
performers, to greatly add to your stage presence

For further information, see

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Learn the secrets of REALLY getting your messages across

The secret of really getting your message across is the secret of understanding how the human mind communicates. In 1928 a professor by the name of Birtwhistle was doing a study on Communication and Kinesics. He discovered that when people are communicating, only 7% of the communication was in the actual words. That 38% was in the voice tone and the way the words were spoken, and a whopping 55% was actually based on the physiology itself. Consider, just for a moment, how much of your communication takes place at the unconscious level. and how much incongruence you are signalling with your body language and tone of voice?



Next Steps

Tranceforming People is launching a new training product that totally transforms the way training is done in this country. *“This training product, called Present Yourself™ will transform you into a charismatic and magical presenter in one, three day training course”* claims Mícheál Colhoun, business owner and founder of Tranceforming People.

"I believe there are no other products like this in the country", says Mícheál Colhoun. "We are using the most powerful techniques & recent advances in modern psychology to create massive and long lasting change for successful business people, to assist them create the results they want - big results".

This product is not for everyone, he says, as it is challenging training, running from 10am to 7pm every day, with an optional morning session on the second day, and will bring delegates to a whole new level of understanding of the human mind. Over a 3-day period we literally deconstruct your ineffective habits, and then install layer after layer of new strategies and techniques, directly within your unconscious mind, so that by the time you leave the training room, you will have totally transformed your stage presence.

These new strategies and techniques have come from the art and science of NLP modeling. What we have done is take some of the models of excellence from the world best presenters, including John F Kennedy, & Martin Luther King, and distilled down exactly what makes them the most charismatic and memorable presenters in the world. Then we built a training course to teach and install all these strategies, so that anyone can learn how to have real presence and charisma on stage.

Present Yourself™ will be launched on Friday 21st October 2005, in the Ardilaun Hotel. The training takes place from Friday 21st October to Sunday 23rd October in the Ardilaun Hotel, Galway. Contact 094 9520206 or email info@tranceformingpeople.com for further information.